

Justification and Approval for Brand Name

1. Contracting Agency: Defense Human Resource Activity- Procurement Support Office
4040 N Fairfax Dr Suite 120 Arlington, VA 22203

2. Authority Cited:

10 U.S.C.2304(c)(1), FAR 6.302-1 -- Only One Responsible Source and No Other Supplies or Services Will Satisfy Agency Requirements –BRAND NAME.

3. Description of Supplies and Services: The Defense Civilian Personnel Management Service (CPMS) has a requirement to purchase of Adobe Creative Suite 5 Software. Adobe Creative Suite 5 is a graphical design tool CPMS uses extensively in developing and managing website layout, graphics and modeling.

Adobe Creative Suite 5 enables new creative possibilities and smarter workflows, allowing delivery of ideas more naturally across a broad range of media. With more than 250 new and enhanced features and dramatically improved integration across products, Creative Suite 5 gives freedom and control to realize ideas more completely and quickly than ever before. Creative Suite 5 brings with it a new product, Adobe Flash Catalyst CS5. Adobe Flash Catalyst CS5 is a professional interaction design tool for creative professionals who want to create expressive interfaces and interactive content without writing code. Creative Suite 5 is also the first version of Creative Suite to integrate with new Adobe CS Live online services. Adobe CS Live is a set of online services that significantly enhance how work flows, allowing focus on creating impactful work.

Adobe Creative Suite 5 Design Premium software allows designers to work fluidly across media; and produce exceptional results in print, web, interactive, and mobile design. Craft eye-catching images and graphics, lay out stunning pages, build standards-based websites, create interactive content without writing code, and extend page layouts for viewing with eBook reading devices. Design Premium includes dozens of features designed to reduce the number of steps required to complete common tasks. Photoshop, Illustrator, InDesign, and Dreamweaver all offer numerous enhancements to help make fast work of future projects and gives the ability to create interactive content without learning how to write code, and express ideas faster in print and digital media.

Adobe Photoshop CS5 Extended software is the ultimate solution for advanced digital imaging, delivering all the editing and compositing capabilities of Photoshop CS5 plus breakthrough tools that let you create and edit 3D and motion-based content.

The following table shows what is needed:

Item	Qty
Adobe Creative Suite 5 Design Premium (Full License)	4
Adobe Creative Suite 5 Design Premium Upgrade from CS4	5
Adobe Creative Suite 5 Design Premium Upgrade from CS2/CS3	2
Adobe Photoshop CS5	2

4. Description of Action: A firm fixed price award is anticipated.

5. Reason for Authority Cited: Creative Suite is proprietary software made only by Adobe. Creative Suite includes several industry leading components. Adobe Flash is the industry's most advanced authoring environment for creating interactive websites, engaging digital experiences, and high-impact mobile content. Adobe Flash Player is installed on over 98% of Internet-enabled desktops and approximately 75% of online videos worldwide are viewed using Adobe Flash technology, making Flash the #1 format for video on the web. Adobe Dreamweaver is the industry leading web development tool, enabling users to efficiently design, develop, and maintain standards-based websites and applications. Adobe Photoshop is the industry standard for digital image editing and creation, and leader of the Photoshop digital imaging line. More than 90% of creative professionals have Adobe Photoshop software on their desktops.

Adobe is ranked the #1 computer software company in America's Most Admired Companies 2010 (Fortune, 2010). CPMS has been using prior versions of Adobe Creative Suite for more than 5 years. CPMS has adopted the software as the standard used for website design, and is the sole software that has been used to design and update CPMS websites. In addition, CPMS has been using Adobe Acrobat Connect Pro for years for web conferencing. Adobe has performed extremely well in supporting the multitude of functions that the CPMS Information Systems Division requires on a day-to-day basis in supporting the Department of Defense civilian community. CPMS-ISD has developed extensive experience with the maintenance and operation of Adobe.

6. Effort to Obtain Competition: Adobe is a proprietary software that no one else can provide. CPMS only uses Adobe Creative Suite for developing and managing websites, as there is no alternative. Others may sell the contract, but software is directly from Adobe regardless of where it is purchased. Since Adobe is the only one that can provide this, it excludes competition.

7. Effort to remove barriers to/increase competition: There will be no barriers to future competition. Any future requirements will be evaluated on their own merit and, to the maximum extent practicable, shall be procured using full and open competition.

8. Market Research: After conducting market research, it has been determined that Adobe Creative Suite is a proprietary software. Adobe Flash is the industry's most advanced authoring environment for creating interactive websites, engaging digital experiences, and high-impact mobile content. Adobe Flash Player is installed on over 98% of Internet-enabled desktops and approximately 75% of online videos worldwide are viewed using Adobe Flash technology, making Flash the #1 format for video on the web. Adobe Dreamweaver is the industry leading web development tool, enabling users to efficiently design, develop, and maintain standards-based websites and applications. Adobe Photoshop is the industry standard for digital image editing and creation, and leader of the Photoshop digital imaging line. More than 90% of creative professionals have Adobe Photoshop software on their desktops.

GSA Advantage was used to find Adobe's GSA resellers; CDW Government, PC Mall Gov, Divine Imaging and Emergent. Divine Imaging is a small, disadvantaged, woman owned business. Emergent is an environmentally conscious company and an Adobe Authorized License Center; they are categorized as a small business. Both PC Mall Gov and CDW Government are other than small businesses. CDW-G has a contract with DoD allowing for reduced pricing on Adobe software.

9. Interested Sources: N/A

10. Other Factors: N/A

11. Technical Certification: I certify that the supporting data under my cognizance that are included in this Justification and Approval are accurate and complete to the best of my knowledge and belief.

Signature: _____//Signed//_____ Date: _____

Typed Name/Title: _____ Office: _____

12. Requirements Certification: I certify that the supporting data under my cognizance that are included in this Justification are accurate and complete to the best of my knowledge and belief.

Signature: _____//Signed//_____ Date: _____

Typed Name/Title: _____ Office : _____

13. General Counsel Review: (Applicable to J&As for requirements at/above \$100,000)

Based on the foregoing, this Justification is legally sufficient.

Signature: _____ Date: _____

Typed Name: _____ Office: _____

APPROVAL

Approval is granted subject to the availability of funds and provided that the products/services described herein have otherwise been authorized for acquisition.

14. Contracting Officer: I certify that the facts and representations included in this Justification are accurate and complete to the best of my knowledge and hereby determine that the anticipated cost to the Government will be fair and reasonable

Signature: _____//Signed//_____ Date: _____

Typed Name: _____ Office: _____